

**What is claimed is:**

1. A method of controlling a display of accompanying content during a multimedia stream transmission over an Internet connection comprising the steps of:
  - selecting thematically appropriate content to accompany the multimedia stream; and
    - dynamically changing the accompanying content during the transmission of the multimedia stream so that the displayed accompanying content is thematically appropriate for the content of the multimedia stream being displayed.
2. The method of claim 1 wherein the accompanying content is dynamically changed in response to changes in the content of the multimedia stream transmission.
3. The method of claim 2 wherein during the selecting step a control file is created, the control file including triggers corresponding to changes in the content of the multimedia stream transmission, the accompanying content being changed in response to the triggers.
4. The method of claim 3 wherein the triggers are vertical blanking interval (VBI) tokens having timestamps corresponding to points along the multimedia stream at which the content thereof changes.
5. The method of claim 1 further comprising the step of changing the location at which the accompanying content is presented to a user.
6. A system for controlling a display of accompanying content during a multimedia stream transmission over an Internet connection, the system comprising:
  - a selector to select thematically appropriate content to accompany a multimedia stream; and
    - a multimedia server to dynamically change the accompanying content during the multimedia stream transmission so that the displayed accompanying content is thematically appropriate for the content of the multimedia stream being displayed.

7. The system of claim 6, wherein the accompanying content is dynamically changed in response to changes in the content of the multimedia stream transmission.
8. The system of claim 7, wherein the selector creates a control file, the control file including triggers corresponding to changes in the content of the multimedia stream transmission, the accompanying content being changed in response to the triggers.
9. The system of claim 8, wherein the triggers are VBI tokens having timestamps corresponding to points along the multimedia stream at which the content thereof changes.
10. The system of claim 6, wherein the multimedia server changes the location at which the accompanying content is presented to a user.
11. A computer program product including a computer readable medium having a computer program recorded therein for controlling a display of accompanying content during a multimedia stream transmission over an Internet connection, the computer program comprising:
  - computer program code to select thematically appropriate content to accompany a multimedia stream; and
  - computer program code to dynamically change the accompanying content during the transmission of the multimedia stream so that the displayed accompanying content is thematically appropriate for the content of the multimedia stream being displayed.
12. The computer program product of claim 11, wherein the computer program code for changing dynamically changes the accompanying content in response to changes in the content of the multimedia stream transmission.
13. The computer program product of claim 12, wherein the computer program code for selecting creates a control file including triggers corresponding to changes in the content of the multimedia stream transmission, the accompanying content being changed in response to the triggers.

14. A method of controlling a display of accompanying content during a transmission of a multimedia stream over an Internet connection comprising the steps of:

- receiving commercial information associated with the multimedia stream;
- locating tokens corresponding to accompanying content in the commercial information;
- accessing a database for data that is thematically appropriate to the accompanying content;
- creating a control file based on the accompanying content;
- forwarding the control file to a multimedia server for coordination with the transmission of the multimedia stream; and
- executing the control file during transmission of the multimedia stream;
- wherein execution of the control file dynamically controls the location and subject matter of accompanying content displayed during the transmission of the multimedia stream so that the displayed accompanying content is thematically appropriate with the content of the multimedia stream being displayed.

15. The method of claim 14 wherein the accompanying content information is contained in VBI tokens.

16. The method of claim 15 further comprising the steps of:

- storing the multimedia stream and the control file in a database; and
- retrieving the multimedia stream and control file in response to a client request.

17. A method of producing a multimedia stream for transmission over an Internet connection to a web browser, the multimedia stream including an audio-visual stream and accompanying content, the method comprising:

- receiving a signal comprising the audio-visual stream and vertical blanking intervals, the vertical blanking intervals comprising textual information on the contents of the audio-visual stream where the textual information is substantially synchronized with the contents of the audio-visual stream;

- extracting the textual information and synchronization timing of the textual information in relation to the audio-visual stream from the signal;

selecting accompanying content associated to at least one of the textual information and user preferences of the web browser;  
formatting the accompanying content into VBI tokens; and  
encoding the audio-visual stream and the VBI tokens where the accompanying content is presented and changed according to the VBI tokens by the web browser so that the accompanying content is in substantial synchronization with presentation of the contents of the audio-visual stream.

18. The method of claim 17, wherein the accompanying content comprises at least one of advertisements, links, and other multimedia streams.

19. The method of claim 17, wherein the accompanying content is thematically appropriate to the contents of the audio-visual stream.

20. The method of claim 18, wherein the advertisements are retrieved from databases maintained by advertisers.

21. The method of claim 18, wherein the links related to the contents are located by searching at least one thesaurus database using the textual information as keywords.

22. A method of producing a multimedia stream for transmission over an Internet connection to a web browser, the multimedia stream including an audio-visual stream and accompanying content, the method comprising:

receiving a signal comprising the audio-visual stream and vertical blanking intervals, the vertical blanking intervals comprising textual information on the contents of the audio-visual stream where the textual information is substantially synchronized with the contents of the audio-visual stream;

extracting the textual information and synchronization timing of the textual information in relation to the audio-visual stream from the signal;

selecting accompanying content associated to at least one of the textual information and user preferences of the web browser;

formatting the accompanying content into VBI tokens; and

encoding the synchronization timing and the VBI tokens into a control file for storage, and in response to a user request, the control file is retrieved for encoding the audio-visual stream and the VBI tokens where the accompanying content is presented and changed according to the VBI tokens by the web browser so that the accompanying content is in substantial synchronization with presentation of the contents of the audio-visual stream.

23. The method of claim 22, wherein the accompanying content comprises at least one of advertisements, links, and other multimedia streams.

24. The method of claim 22, wherein the accompanying content is thematically appropriate to the contents of the audio-visual stream.

25. The method of claim 23, wherein the advertisements are retrieved from databases maintained by advertisers.

26. The method of claim 23, wherein the links related to the contents are located by searching at least one thesaurus database using the textual information as keywords.

27. A method of presenting a multimedia stream for transmission over an Internet connection to a web browser, the multimedia stream including an audio-visual stream and accompanying content, the method comprising:

receiving a signal comprising the audio-visual stream and vertical blanking intervals, the vertical blanking intervals comprising textual information on the contents of the audio-visual stream where the textual information is substantially synchronized with the contents of the audio-visual stream;

extracting the textual information and synchronization timing of the textual information in relation to the audio-visual stream from the signal;

selecting accompanying content associated to at least one of the textual information and user preferences of the web browser;

formatting the accompanying content into VBI tokens;

encoding the synchronization timing and the VBI tokens into a control file;

storing the control file and the audio-visual stream;

receiving a request from the web browser for the multimedia stream and in response retrieving the control file and audio-visual stream;

encoding the audio-visual stream and the VBI tokens for the multimedia stream; and

transmitting the multimedia stream to the web browser;

where the accompanying content is presented and changed according to the VBI tokens by the web browser so that the accompanying content is in substantial synchronization with presentation of the contents of the audio-visual stream.

28. The method of claim 27, wherein the accompanying content comprises at least one of advertisements, links, and other multimedia streams.

29. The method of claim 27, wherein the accompanying content is thematically appropriate to the contents of the audio-visual stream.

30. The method of claim 28, wherein the advertisements are retrieved by the web browser from databases maintained by advertisers according to instructions in the VBI tokens.

31. The method of claim 28, wherein the links related to the contents are located by searching at least one thesaurus database using the textual information as keywords.

32. A method of presenting a multimedia stream and associated VBI tokens received over an Internet connection on a web browser, the multimedia stream including an audio-visual stream, the VBI tokens including accompanying content, the method comprising:

requesting the multimedia stream from a web portal;

connecting to a multimedia server to receive the multimedia stream;

receiving the multimedia stream and the VBI tokens from the multimedia server;

extracting the audio-visual stream and the VBI tokens; and

presenting the audio-visual stream and presenting and changing the accompanying content according to the VBI tokens;

where the VBI tokens and the audio-visual stream are encoded such that the accompanying content is presented and changed according to the VBI tokens by the web browser so that the accompanying content is in substantial synchronization with presentation of the contents of the audio-visual stream.

33. The method of claim 32, wherein the accompanying content comprises at least one of advertisements, links, and other multimedia streams.

34. The method of claim 32, wherein the accompanying content is thematically appropriate to the contents of the audio-visual stream.

35. The method of claim 33, wherein the advertisements are retrieved by the web browser from databases maintained by advertisers according to instructions in the VBI tokens.

36. The method of claim 33, wherein the links related to the contents are located by searching at least one thesaurus database using the textual information as keywords.

37. The method of claim 32, wherein the VBI tokens is received separately from the multimedia stream.